

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. CONTRACT ID CODE	PAGE 1 OF 4 PAGES
2. AMENDMENT/MODIFICATION NO. 1	3. EFFECTIVE DATE 8/22/01	4. REQUISITION/PURCHASE REQ. NO. 1-1-CD-D1548	5. PROJECT NO. (If applicable)	
6. ISSUED BY Procurement Office George C. Marshall Space Flight Center National Aeronautics and Space Administration Marshall Space Flight Center, AL 35812		7. ADMINISTERED BY (If other than Item 6) See Item No. 6		
8. NAME AND ADDRESS OF CONTRACTOR (No. Street, county, State and ZIP. Code) To All Potential Offerors			AUTOMATED INVOICE PAYMENT INFORMATION (256) 544-5556	
			9A. AMENDMENT OF SOLICITATION NO. 8-1-1-CD-D1548	
			9B. DATE: (SEE ITEM 11) August 8, 2001	
			10A. MODIFICATION OF CONTRACT/ORDER NO.	
			10B. DATED (SEE ITEM 13)	
CODE			FACILITY CODE	

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

☒ The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offers ☐ is extended, ☒ is not extended.

Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods:

(a) By completing Items 8 and 15, and returning one (1) copy of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATA SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and data specified.

12. ACCOUNTING AND APPROPRIATION DATA (If required)

N/A

**13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS,
IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.**

(-)	A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.
	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(b).
	C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:
	D. OTHER Specify type of modification and authority)

E. IMPORTANT: Contractor ☐ is not, ☐ is required to sign this document and return _____ copies to the issuing office.

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)

The purpose of this amendment is to answer all questions received since issuance of the Final RFP on August 8, 2001 and provide additional clarification. Answers to the questions are provided on the following pages along with the amended RFP pages.

The due date and time for receipt of proposals remains unchanged.

Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.

15A. NAME AND TITLE OF SIGNER (Type or print) Sandra L. Presnell		16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)	
15B. CONTRACTOR/OFFEROR (Signature of person authorized to sign)		15C. DATE SIGNED	16B. UNITED STATES OF AMERICA
		By: <u>Original Signed By</u> (Signature of Contracting Officer)	16C. DATE SIGNED 8/22/01

**Answers to Questions Received
Since Release of Final RFP on August 8, 2001**

Question 1: We would like some clarification on Submittal II Volume IV on pages L-30-31 specifically relating RFP (sections B-M plus Forms and Exhibits). Section J, the Performance Work Statement – appears to be a series of statements of what the Contractor is to provide/do. Are we to respond to each statement? Is there something we are to fill out? Is there a narrative to be written?

Answer: Please refer to Provision L.13 (c) 5. for instructions on completing Volume IV of Submittal II. The Offeror shall complete Sections B-M of the RFP and Items 12-18 of the SF33 as well Forms and Exhibits (follows Section M). In the event the Government elects to award a contract from initial proposals without discussions, the signed SF33 and completed RFP will form the executed contract.

The Mission Suitability Factor indicates, among other things, the Offeror's understanding of the requirements of the Performance Work Statement. The Offeror's response to the Mission Suitability Factor shall not be in narrative form but rather will consist of a series of charts, including the actual transparencies to be used during the oral proposal presentation, addressing each of the four Mission Suitability Subfactors: Management Approach, Key Personnel, Staffing Approach and Safety and Health. Please refer to Provision L.13(c) 2.

Question 2: Reference L.11 (b)
States: The original and ten copies of the written submission shall be provided. Do you require an original and ten copies of Volume II and Volume IV?

Answer: In accordance with Provision L.11 (b) of the RFP, an original and 10 copies of Volumes I, II, and III shall be submitted along with an original and one copy of Volume IV. Each original and copy should be submitted in a loose-leaf binder with each section appropriately tabbed and identified. Amendment 1 modifies the RFP to reflect these requirements. Additionally, Provision L.15 requires the Offeror to submit a set of transparencies in a sealed package as part of Submittal II.

Question 3: The new form "FORM B (2)" has a labor category added "Editing Support". Should this labor category be added to all the other forms?

Answer: The labor category "Editing Support" was inadvertently added to Form B(2). This form has been modified to remove this category.

Question 4: Could you please provide the name of the incumbent contractor?

Answer: The incumbent contractor is AI Signal Research, Inc. (ASRI).

Question 5: We would like to have the opportunity to partner with other contracting companies and would like to contact them directly. As such, it would be extremely helpful if you would provide a list of contracting companies who have requested the RFP, but did not attend the industry briefing meeting on July 10, 2001.

Is AI Signal Research, Inc., permitted to bid on this proposal as the procurement is now classified as a 8(a) Setaside?

Answer: A list of interested parties who attended the Industry Briefing has been posted on the NASA Acquisition Internet Service. Since Offerors are responsible for downloading their own copy of the solicitation, a mailing list is not compiled and therefore cannot be provided.

AI Signal Research, Inc. is an 8(a) contractor eligible to propose on this solicitation.

Question 6: The RFP states the date to submit the proposal has been changed. What is the new date for submission?

Answer: In accordance with Provision L.11 of the RFP, the due dates for receipt of proposals are as follows: Submittal I (Volume III) is due August 27, 2001 and Submittal II (Volumes I, III, and IV) is due September 7, 2001.

Question 7: Are you looking for one agency to run the entire account or are you looking to hire several with different responsibilities?

Answer: The Government contemplates only one award as a result of this solicitation. This procurement is a total competitive 8(a) setaside; any proposed teaming and subcontracting arrangements shall be adequately described. Please refer to Provision L.13 (c) 2. Subfactor 1 – Management Approach as well as Clause 52.219-14 – Limitations On Subcontracting (Dec 1996) as reflected in section I of the RFP.

Question 8: Are you looking for creative/marketing campaigns for your account now or should our proposal concentrate on our past credentials and capabilities?

Answer: The Offerors, in developing their proposed Management Approach, are encouraged to consider innovative productivity improvements and cost effective quality enhancements. The Offeror's past credentials shall be submitted and evaluated as a part of the Past Performance Factor.

ADDITIONAL CLARIFICATION

1. Provision L.13 3.g. has been revised to reflect the following: "It is anticipated that \$1,800,000 of cost reimbursable training effort will generate approximately 260 discrete transactions." As a result of this change, Provision L.14 d. WBS number 5.5 – Procurement of Training and Organizational Development Services, the number of training occurrences (data provided in training instances) has been changed accordingly.
2. Provision L.13(a) has been modified as follows to reflect a change in the time limitation for receipt of industry questions: FROM 7 days TO 15 days after the release of the RFP. This change coincides with the August 22, 2001, cut-off date reflected on the cover page of the RFP.
3. Attachment J-1, Performance Work Statement, WBS 7.6 has been deleted. As a result of this action, references to "7.6 Web Support" have been deleted from Attachment J-3 and Provisions L.14 b and L.14 d.

inserts suitable for printing and distributing to MSFC managers and employees.

7.5.6 The Contractor shall coordinate within CaER, the Center's graphics departments, Marshall Programs and Projects, and other sources for appropriate, accurate, and consistent audiovisual materials for speeches and testimony.

7.5.7 The Contractor shall ensure NASA's strategic messages are integrated into all speech products. The Contractor shall ensure all messages are consistent with MSFC's values.

7.5.8 The Contractor shall coordinate closely within Marshall to integrate into speeches the tactical and strategic technology and science milestones of the Space Transportation, Science, Engineering, Flight Projects, and Space Shuttle Directorates.

7.5.9 The Contractor shall integrate messages about the Center institutional, community, and employee issues.

8.0 GOVERNMENT and COMMUNITY RELATIONS SUPPORT

The Contractor shall provide support for Government and Community Relations in responding to written, telephone, and e-mail inquiries. The Contractor shall support the VIP Program through the assembly of packages and folders, and support the MSFC speaker's bureau.

8.1 Public Inquiries

8.1.1 The Contractor shall provide in-depth responses to complex and general public inquiries requests on all NASA programs, and current MSFC programs in particular. Prioritizing responses, and providing stock answers when available or referring calls to appropriate experts as necessary and prudent. These requests will include written, electronic, walk-in, and telephone requests.

8.1.2 The Contractor shall operate and manage the inventory control of publications utilized for responding to inquiries. Maintaining a data base inventory that shows distribution of all publications, keeping track of requester and quantity received.

8.1.3 The Contractor shall create publications used in the public inquiries program.

ATTACHMENT J-3

Customer and Employee Relations (CaER) Directorate Support Services
WORK BREAKDOWN STRUCTURE

- 1.0 Mission
- 2.0 Program Management
 - 2.1 Contract Administration
 - 2.2 Financial Management
 - 2.3 Safety, Health, and Environmental
 - 2.4 Information Technology Security
- 3.0 Management Support
 - 3.1 Directorate Office Support
 - 3.2 Equal Opportunity Office Support
- 4.0 Human Resources Support
- 5.0 Employee and Organizational Development Services
 - 5.1 Technical Training Coordination
 - 5.2 Instructional Design and Delivery
 - 5.3 Events Coordination
 - 5.4 Organizational Development Program
 - 5.5 Procurement of Training and Organizational Development Services
 - 5.6 Marshall Institute Operations
- 6.0 Technology Transfer Support
- 7.0 Internal Relations and Communications Services
 - 7.1 Communications Services
 - 7.2 Strategic Planning
 - 7.3 Roundtable Support
 - 7.4 History Services
 - 7.5 Speech Writing
- 8.0 Government and Community Relations Support
 - 8.1 Public Inquiries
 - 8.2 Speakers Bureau/Community Outreach
 - 8.3 Administrative Services
- 9.0 Education Programs Support
 - 9.1 Educator Resource Center
 - 9.2 University Affairs Program
 - 9.3 Program Support

by the Source Selection Authority to make a competitive range determination or an award if Final Proposal Revisions (FPR's) are not required.

No video information shall be accepted from the Offeror. The original and 10 copies of Volumes I, II, and III shall be submitted along with the original and one copy of Volume IV. Each original and copy should be submitted in a loose-leaf binder with each section appropriately tabbed and identified.

Information in the proposal must be furnished entirely in compliance with these instructions and be complete within itself. The information requested and the manner of submission is essential to permit a prompt and thorough evaluation.

(c) Proposals received after the due date and time specified in paragraph (a), will be processed in accordance with FAR Clause 52.215-1, "Instructions to Offerors - Competitive Acquisitions."

(d) Requests for extension of due date are strongly discouraged.

(End of provision)

L.12 REQUIRED FORMS (MSFC 52.253-90) (DEC 1997)

(a) The form checked below is attached to the end of this solicitation and shall be submitted prior to award of any contract resulting from this solicitation, upon request from the responsible contracting office.

— FAR 15.406-2 - Certificate of Current Cost or Pricing Data

A Certificate of Current Cost or Pricing Data does not need to be submitted with your proposal. This is a change from the Draft RFP.

(b) The forms checked below are required to be submitted in the performance of any contract awarded as a result of this solicitation. Forms are available in Part 53 of the FAR or NASA FAR Supplement. An information copy of a form may be obtained from the responsible contracting office. See FAR 52.253-1 and 53.105(b) for information on the use of computer generated forms. See FAR 53.107(b) for information on obtaining multiple copies of forms.

productivity improvements as well as cost effective quality enhancements.

In addition to providing the direct staff required, it shall be necessary for all Offerors to provide personnel necessary to perform general and administrative functions in accordance with the system of costing and types of functions determined necessary to accomplish the required services. Offerors shall clearly propose arrangements for administrative effectiveness and operational control.

Offerors are cautioned to provide complete supporting rationale for all elements of their proposal. Failure to provide such rationale may be just cause to exclude that proposal from further consideration for selection.

Offerors are reminded that the MSFC Team is committed to the MSFC Core Values: People, Customers, Excellence, Teamwork, and Innovation. These values are presented more fully in attachment L-1. The MSFC Team expects the successful Offeror to be equally committed to those core values. Offerors are encouraged to demonstrate their commitment to these values and, if applicable, describe how their own values match those of the MSFC Team.

The contents of this RFP should be carefully reviewed to assure that all requirements for proposal data, detail and supporting rationale are fully met. Questions on any area wherein clarification appears warranted should be submitted in writing no later than 15 days after the release of the RFP. Questions will be answered in the form of an amendment to the RFP and will be sent to all firms on the source list. Questions received after the 15-day time limit will be answered only if time permits.

Any communication in reference to this solicitation shall cite the solicitation number and be directed to the following Government representative:

Name: Carol Greenwood
Phone: (256) 961-2032 (voice)
(Collect calls not accepted)
Fax: (256) 544-8353
Address: George C. Marshall Space Flight Center
Marshall Space Flight Center, AL 35812
Attention: PS22Q/Carol Greenwood

g. Cost Reimbursable Training (PWS Section 5.5)

The amount of cost reimbursable effort should be estimated based on the following:

Base Year:	<u>\$1,800,000</u>
Option No. 1:	<u>\$1,800,000</u>
Option No. 2:	<u>\$1,800,000</u>
Option No. 3:	<u>\$1,800,000</u>
Option No. 4:	<u>\$1,800,000</u>

It is anticipated that the \$1,800,000 of cost reimbursable training effort will require approximately 260 discrete transactions each year. Data are provided to assist the Offeror in calculating the scope of the management and execution effort. The procurement of civil service training is a new requirement to this contract. These funds are cost reimbursable amounts which pass through the Offeror's contract. These values should be spread evenly over the appropriate months within each contract year.

h. Other Direct Costs (ODC)

The ODC should include all anticipated travel and material expenses expected to be incurred during the performance of the PWS. Offerors should include monthly cost estimates for normal relocations (not attributable to phase-in) that are anticipated to occur during the contract period of performance. Include estimates for travel directly associated with relocation. Supporting data for relocations should include expected number of relocations, types of personnel/labor category to be relocated, geographical locations involved, and composition of estimated costs.

The Offeror shall use the following values for material and travel expenses (travel expenses not associated with phase-in) in the cost proposal. These values are provided to assist the Offeror in preparing the cost proposal.

Material Expenses:

Base Year:	<u>\$410,000</u>
Option No. 1:	<u>\$422,000</u>
Option No. 2:	<u>\$434,600</u>
Option No. 3:	<u>\$448,000</u>
Option No. 4:	<u>\$462,000</u>

Travel Expenses:

Base Year:	<u>\$200,000</u>
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- (3) Training Events Coordinator
- (0.45) Purchasing/Buyer
- 5.4 Organizational Development Program
 - (1) Organizational Development Specialist
- 5.5 Procurement of Training and Organizational Development Services*
- 5.6 Marshall Institute Operations Training Center Operations*
- 6.0 Technology Transfer Support
- 7.0 Internal Relations and Communications Services
 - 7.1 Communications Services*
 - (1) Marshall Star Editor
 - 7.2 Strategic Planning
 - (0.5) Strategic Planner
 - 7.3 Roundtable Support
 - (0.5) Strategic Planner
 - 7.4 History Services
 - (1) Historian
 - 7.5 Speechwriting
 - (1) Speechwriter
- 8.0 Government and Community Relations Support
 - 8.1 Public Inquiries
 - (1) General Clerk-Public Inquiries
 - (1) Web Inquiries Clerk
 - 8.2 Speakers Bureau/Community Outreach
 - (1) Community Relations Specialist
 - 8.3 Administrative Services
 - (0.5) Database Clerk
- 9.0 Education Programs Support
 - 9.1 Educator Resource Center
 - (2.4) Education Resource Center Specialist
 - (1) Education Events Coordinator
 - (1.75) University Relations Coordinator

5.4	Organizational Development	55 sessions, approximately 1/3 requiring a 2-3 night stay
5.5	Procurement of Training & OD Services	Data provided in training instances; 1 person attending 1 event = 1 instance of training or OD. 4,386 training 560 organizational retreat 560 conference attendance (end processing only-did not require procurement) 1462 Employee Development Technology Center 1290 IT Security for on-site contractors

5.6	Marshall Institute Operations Bldg. 4200	5 traditional classrooms 2 computer equipped training rooms Employee Development Technology Center – 12 study carrels, 2 internal cable TV channels, MCLC-13 & 14 (MCLC-13 transmits video-based courses 8 hours/day Mon-Fri, MCLC-14 transmits 3-4 satellite down-linked courses/month
	Bldg. 4203	2 traditional classrooms
7.1	Communications Services – Marshall Star	51 issues with approximately 33 story bylines/year. Each issue averages 9 pages with 10-15 articles, 10-20 Center events, and 40-60 advertisements. Plan on 12 pages and a corresponding increase in content.
	Daily Planet	Published daily, each workday, averaging 6 articles/issue.
7.4	History Services	350 requests for information/year 10 photos with captions/week Archives 20 articles/week
7.5	Speech Writing	3 speeches/week 2 coaching sessions/week
8.1	Public Inquiries Written responses	970 written inquiries-domestic, 400 written inquiries-foreign, 50 telephone inquires, and 150 e-mail/year
	Telephone responses	450 inquiries
	E-mail responses	2200 inquiries

Amendment No. 1

RFP 8-1-1-CD-D1548

INSTRUCTIONS FOR FORM B(2)

Form B(2) - Staffing by WBS

Form B(2) Offeror shall provide the staffing required by WBS for all labor categories for the base year and all option years. This staffing should be consistent with L.13 SA2 - Labor Categories, Skill Mix and Correlation with the PWS.

RFP #:

() Prime Contractor:

() Sub Contractor:

Computer File Name:

BASE YEAR		STAFFING BY WBS										Employee and Organizational Development Services										Internal Relations		
Gov't Code	LABOR CATEGORY	Offeror's	Program Management					Management Support			Employee and Organizational Development Services					Total	7.1	7.2	7.3					
			2.1	2.2	2.3	2.4	Total	3.1	3.2	Total	5.1	5.2	5.3	5.4	5.5					5.6				
1	Audio/Visual Specialist						0				0													
2	Community Relations Spec.						0				0													
3	Coordinator						0				0													
4	Corporate Finance						0				0													
5	Curriculum Developer						0				0													
6	Curriculum Specialist						0				0													
7	Database Clerk						0				0													
8	Designer						0				0													
9	Education Events Coordinator						0				0													
10	Education Resource Ctr Specialists						0				0													
11	Electronic News Ctr Editor						0				0													
12	Exhibit Specialist						0				0													
13	Exhibit Supervisor						0				0													
14	General Clerk - Administrative						0				0													
15	General Clerk - eNews Center						0				0													
16	General Clerk - Public Inquiries						0				0													
17	Graphic Artist						0				0													
18	Historian						0				0													
19	Librarian						0				0													
20	Media Specialist						0				0													
21	Media Specialist- Metrics						0				0													
22	Media Supervisor						0				0													
23	Org. Development Specialists						0				0													
24	Outreach Coordinator						0				0													
25	Program Manager						0				0													
26	Program Support Analyst						0				0													
27	Purchasing/Buyer						0				0													
28	Purchasing Clerk						0				0													
29	Speechwriter						0				0													
30	Star Editor						0				0													
31	Strategic Planner						0				0													
32	Summer Intern Coord.						0				0													
33	Technical Trainer						0				0													
34	Technician						0				0													
35	Training Buyer						0				0													
36	Training Center Operations						0				0													
37	Training Events Coordinator						0				0													
38	Univ. Relations Coordinator						0				0													
39	Warehouse Clerk						0				0													
40	Web Clerk						0				0													
41	Web Outreach Coordinator						0				0													
42	Web Specialists						0				0													
43	TOTAL		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00					

Base Year Continued

BASE YEAR

BASE YEAR		and Communications Services				Government and Community Relations Support				Education Programs Support				Media Relations Services				TOTAL	
Gov't Code	LABOR CATEGORY	Officer's	7.4	7.5	7.6	Total	8.1	8.2	8.3	Total	9.1	9.2	9.3	Total	10.1	10.2	10.3	Total	STAFFING
1	Audio/Visual Specialist					0				0				0				0	0
2	Community Relations Spec.					0				0				0				0	0
3	Coordinator					0				0				0				0	0
4	Corporate Finance					0				0				0				0	0
5	Curriculum Developer					0				0				0				0	0
6	Curriculum Specialist					0				0				0				0	0
7	Database Clerk					0				0				0				0	0
8	Designer					0				0				0				0	0
9	Education Events Coordinator					0				0				0				0	0
10	Education Resource Ctr Specialists					0				0				0				0	0
11	Electronic News Ctr Editor					0				0				0				0	0
12	Exhibit Specialist					0				0				0				0	0
13	Exhibit Supervisor					0				0				0				0	0
14	General Clerk - Administrative					0				0				0				0	0
15	General Clerk - eNews Center					0				0				0				0	0
16	General Clerk - Public Inquiries					0				0				0				0	0
17	Graphic Artist					0				0				0				0	0
18	Historian					0				0				0				0	0
19	Librarian					0				0				0				0	0
20	Media Specialist					0				0				0				0	0
21	Media Specialist- Metrics					0				0				0				0	0
22	Media Supervisor					0				0				0				0	0
23	Org. Development Specialists					0				0				0				0	0
24	Outreach Coordinator					0				0				0				0	0
25	Program Manager					0				0				0				0	0
26	Program Support Analyst					0				0				0				0	0
27	Purchasing/Buyer					0				0				0				0	0
28	Purchasing Clerk					0				0				0				0	0
29	Speechwriter					0				0				0				0	0
30	Star Editor					0				0				0				0	0
31	Strategic Planner					0				0				0				0	0
32	Summer Intern Coord.					0				0				0				0	0
33	Technical Trainer					0				0				0				0	0
34	Technician					0				0				0				0	0
35	Training Buyer					0				0				0				0	0
36	Training Center Operations					0				0				0				0	0
37	Training Events Coordinator					0				0				0				0	0
38	Univ. Relations Coordinator					0				0				0				0	0
39	Warehouse Clerk					0				0				0				0	0
40	Web Clerk					0				0				0				0	0
41	Web Outreach Coordinator					0				0				0				0	0
42	Web Specialists					0				0				0				0	0
43						0				0				0				0	0
	TOTAL		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00